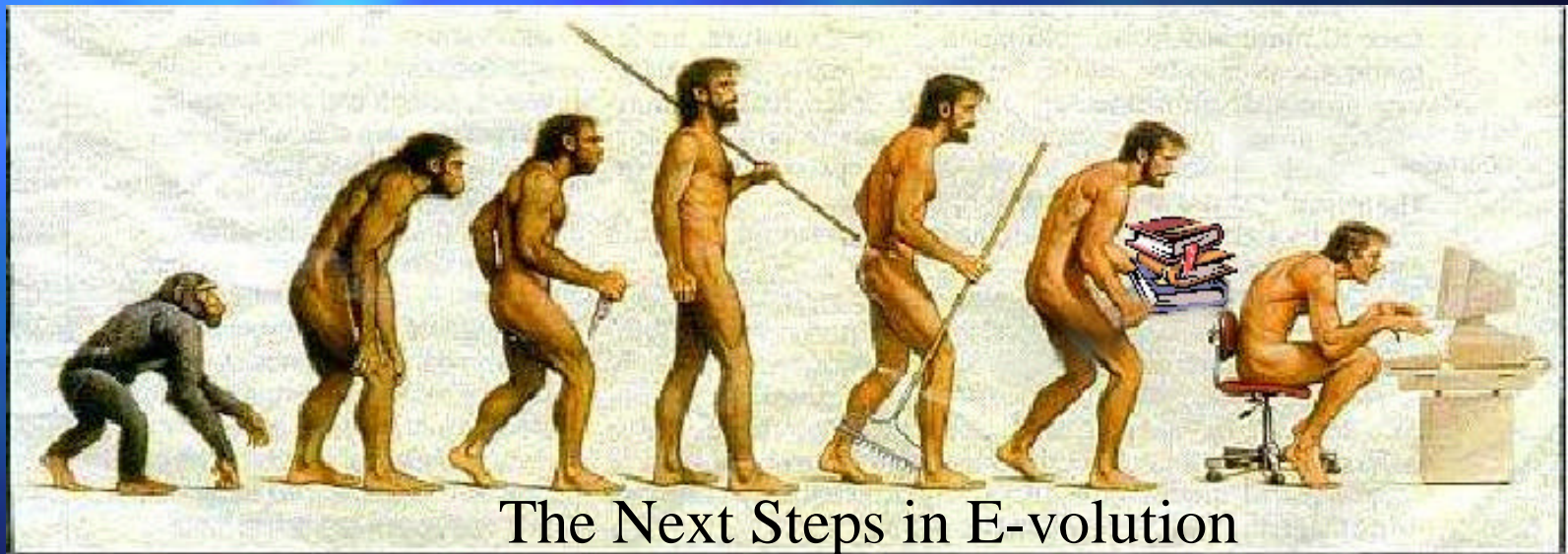


ATA EM&M Strategy & Direction

Presentation to NASA/FAA Workshop IV



Ron Sorensen
IT-Werx



Topics

- Why Standards?
- ATA Organization
- TICC Strategy & Direction
 - Where have we come from
 - Where are we now
 - Where are we going
- Closing Thoughts

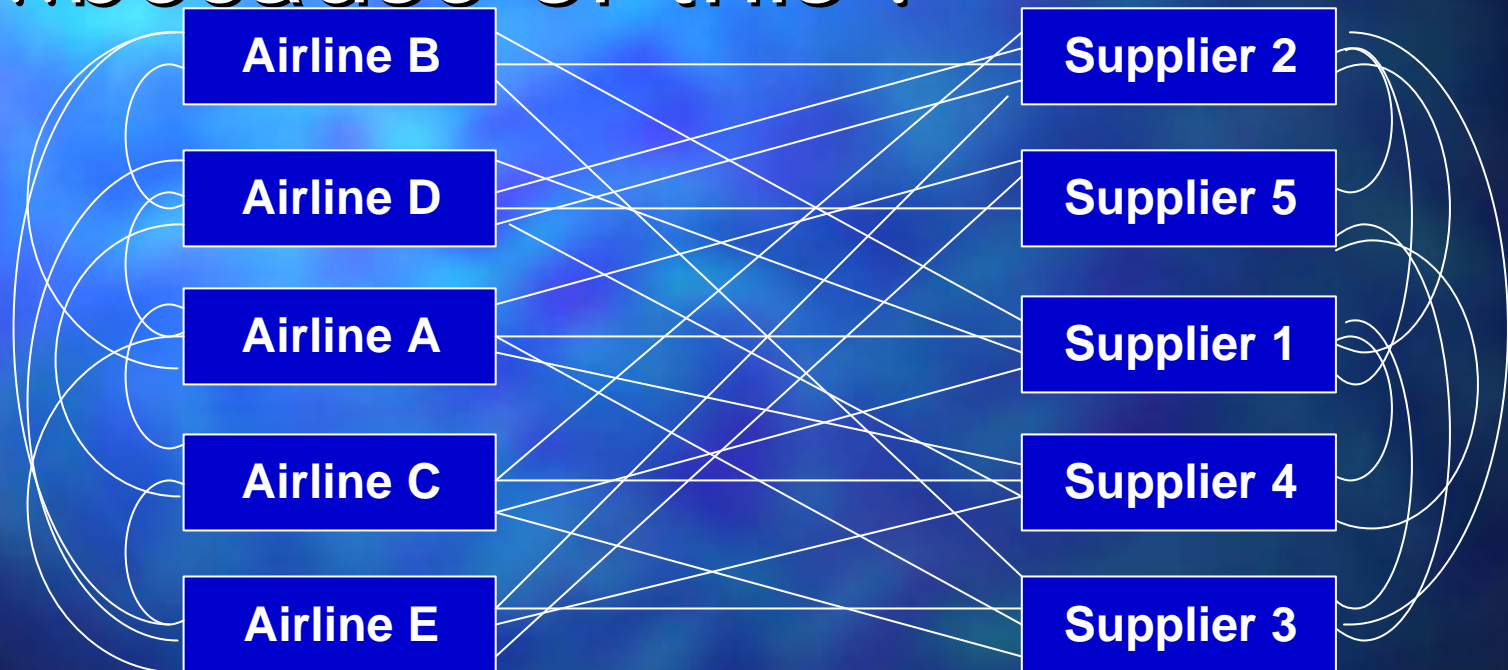
An Industry Standard for the Next Millennium

■ Why Standards ?



Is this your business model ?

An Industry Standard for the Next Millennium ...because of this !



It is too costly to do business 100's of different ways !

WHAT IS
ATA ?



ATA Mission

- The Air Transport Association serves its member airlines and their customers by:
 - Assisting the airline industry in continuing to provide the world's safest system of transportation
 - Transmitting technical expertise and operational knowledge among member airlines to improve safety, service and efficiency
 - **Advocating fair airline taxation and regulation worldwide, ensuring a profitable and competitive industry**

WHAT IS TICC ?

☐ Is It an Insect Found On Pets ?



☐ Is It an Eye Problem ?



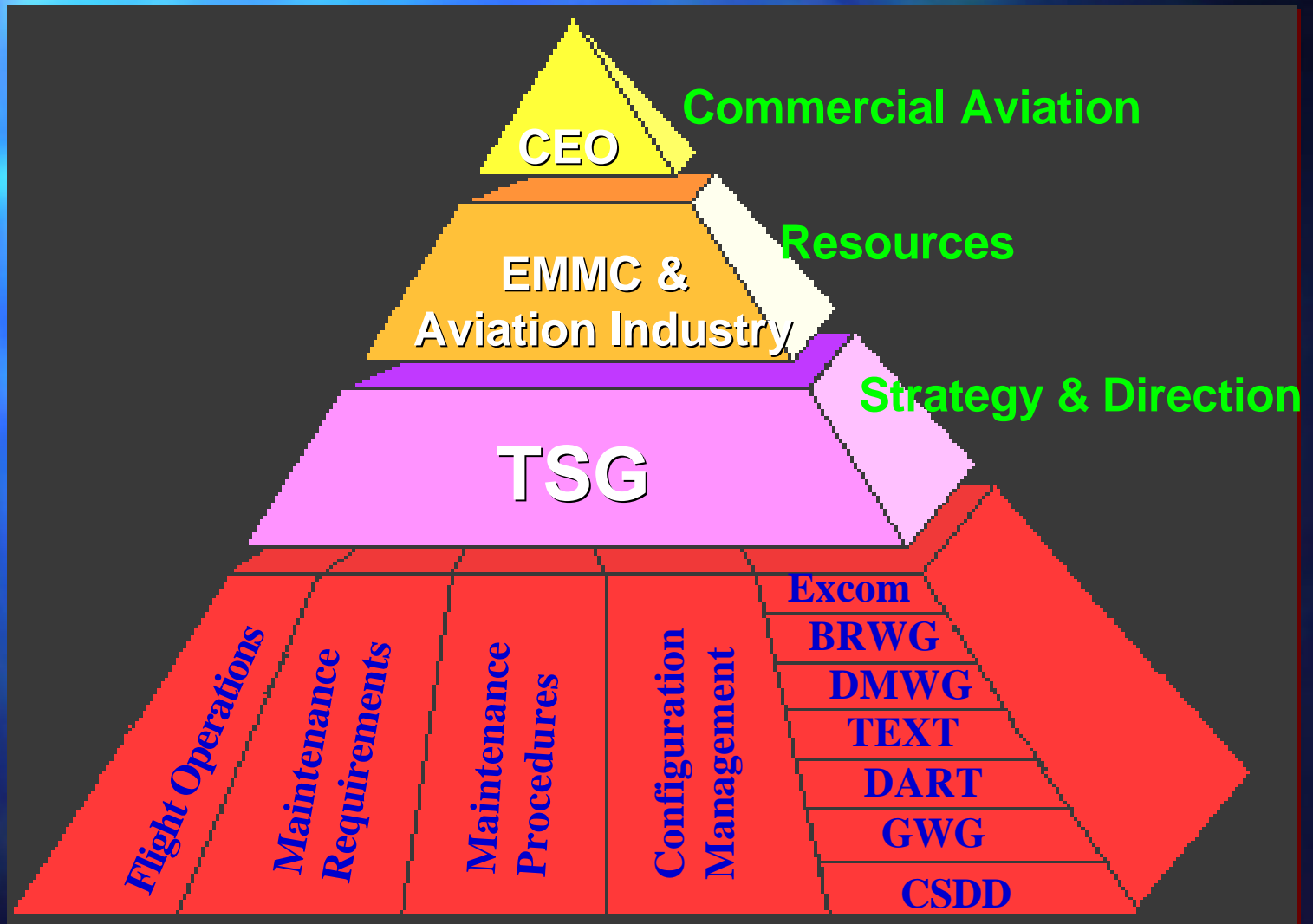
☐ Is It The Digital Information Group For Aviation ?



TECHNICAL INFORMATION & COMMUNICATIONS COMMITTEE TICC



TICC Structure



"iSpec2200"

- Industry standards for the content, structure, and deliverables to meet communication requirements [physical, electronic and future technology] of aircraft product technical information.
- The aim of the standard is to:
 - minimize cost and effort expended by operators,
 - improve information quality and timeliness,
 - ensure the manufacturers deliverables are compatible with the aircraft product operational and maintenance needs.



Participation

- 600 people
 - 54 airlines represented
 - 15 ATA Members
 - OEMs
 - Vendors
 - Software Manufacturers

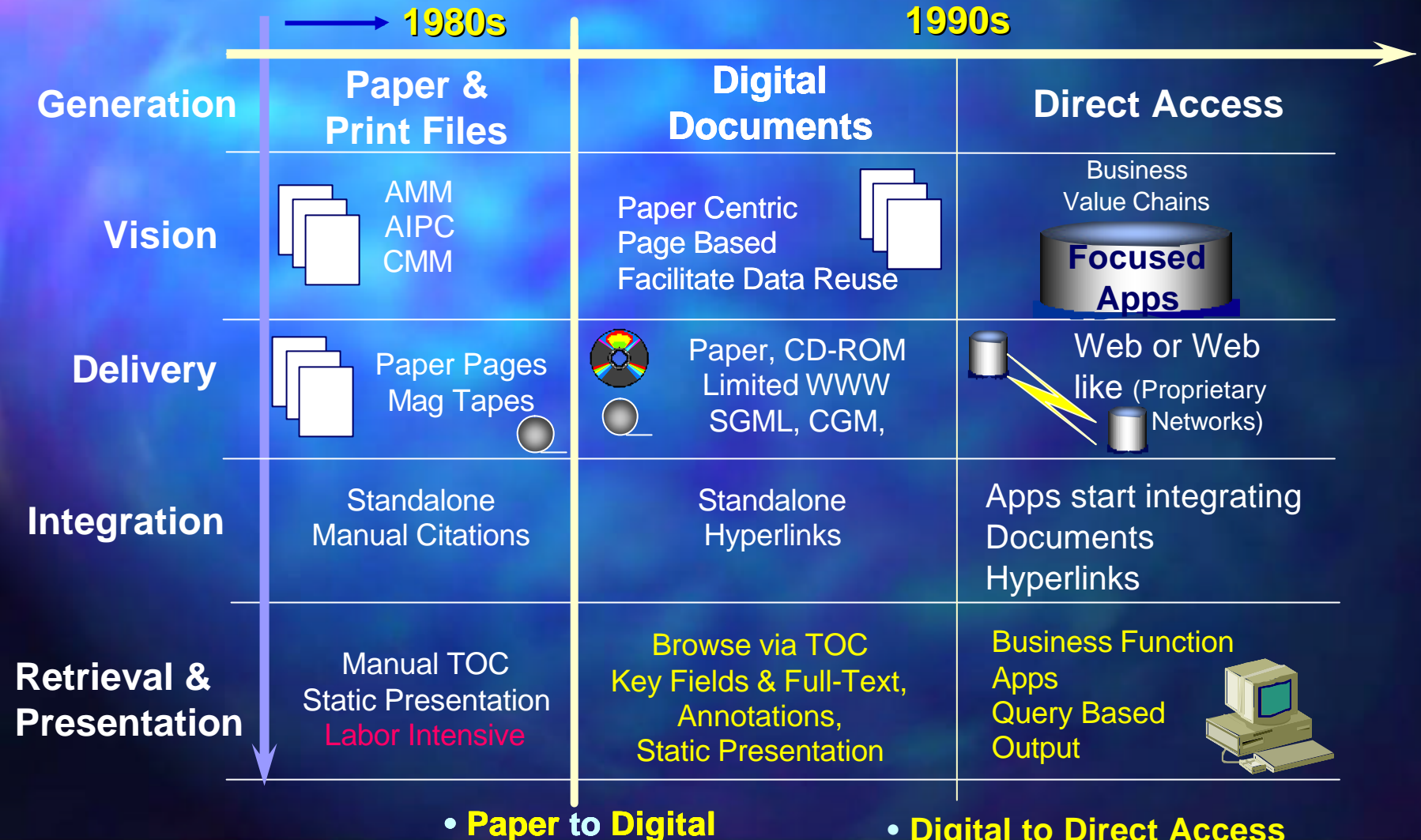


When Is TICC?

- TICC Week now once a year. - Next TICC Week in Vancouver B.C. Canada October 7-12, 2001
- Team meetings scheduled at each teams convenience - outside of TICC week plus now a TICC Work Week Once a year in March.
- EMAIL and WEB meetings - constantly!

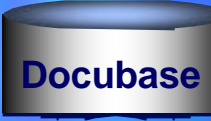



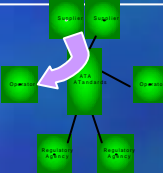
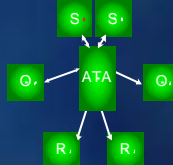

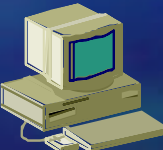
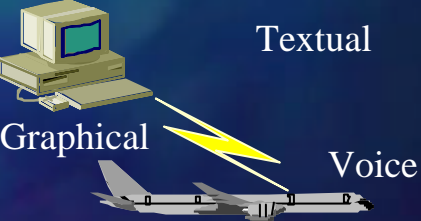


EM&M Strategy & Direction

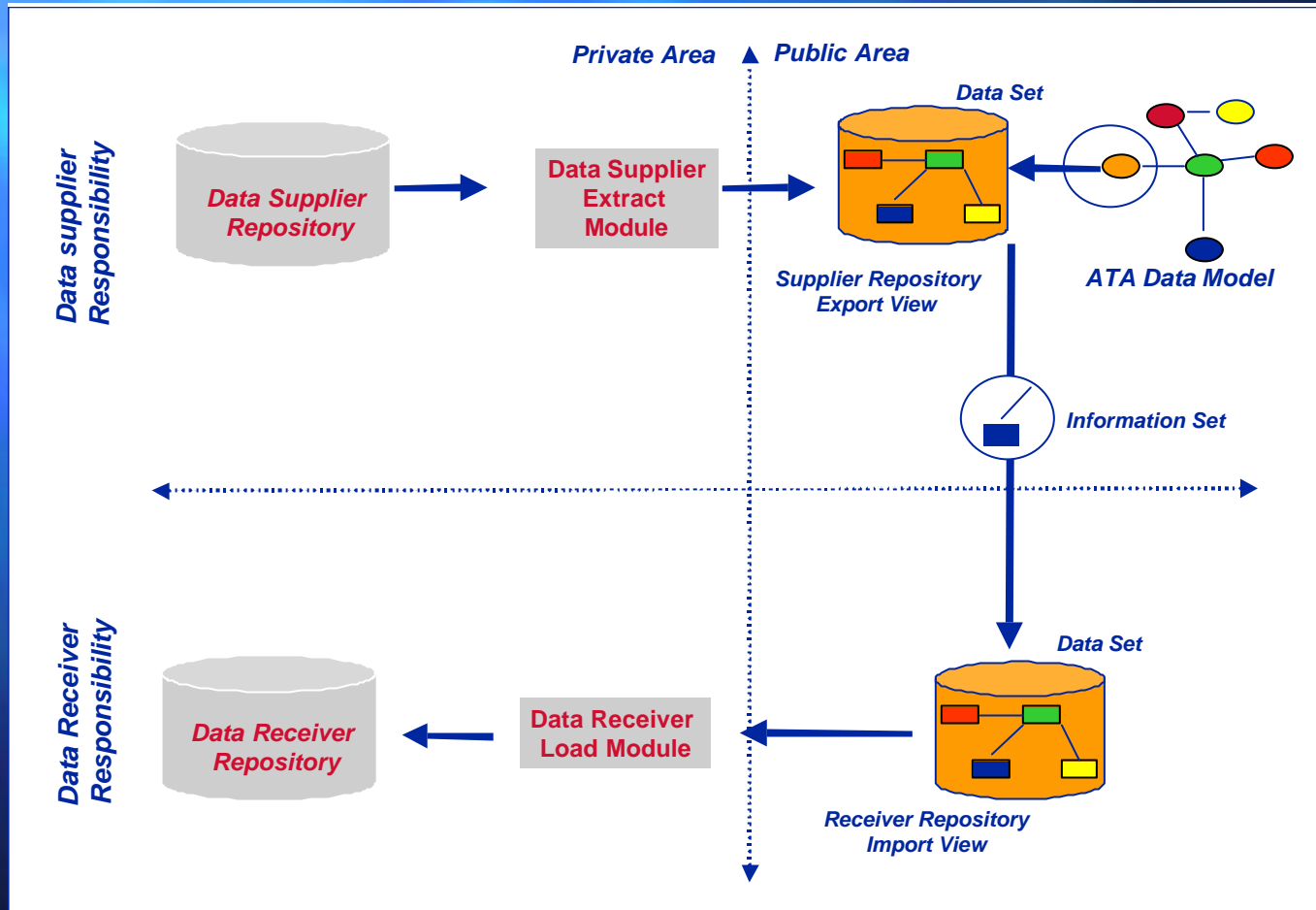


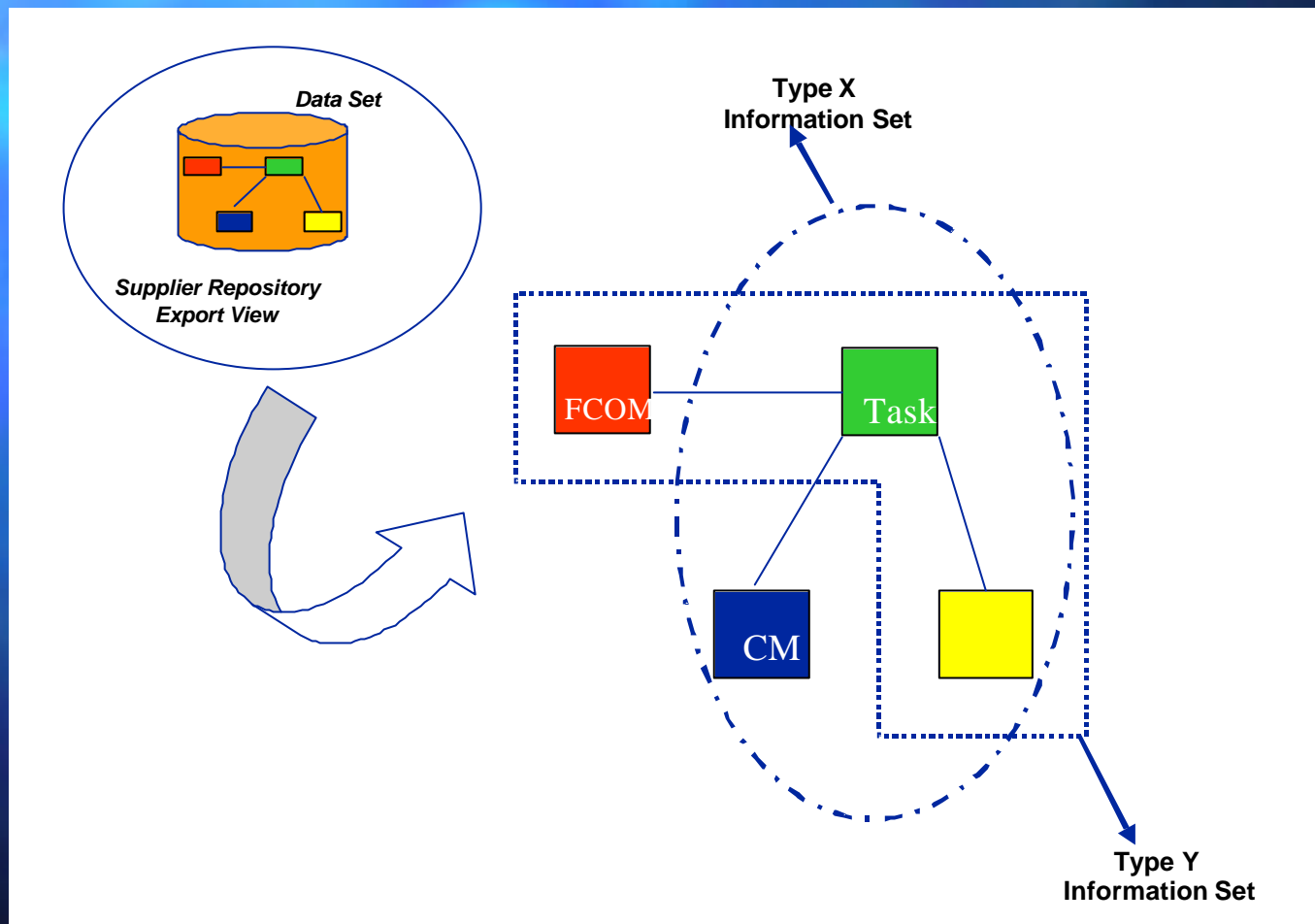
EM&M Strategy & Direction

2000 and beyond

Generation	Intelligent Documents	Shared Database	Knowledge Base
Vision	Task/Function Centric 	Flight Operations Maintenance & Materials 	Product Information 
Delivery	 CD-ROM WWW Enabled	Web/ Web Like 	Web/ Web Like 
Integration	Hyperlinks (inter + intra) Query Links User Defined Links	Data Level Integration Text, Graphics, Multimedia, Color, 3-D Data Model Req'd	 Product Data
Retrieval & Presentation	Browse via TOC, Key Fields & Full-Text Searchable Annotations Dynamic Presentation	Interactive Conversational Type Interaction 	Textual Graphical Voice 

Information Interchange Concept of Operation





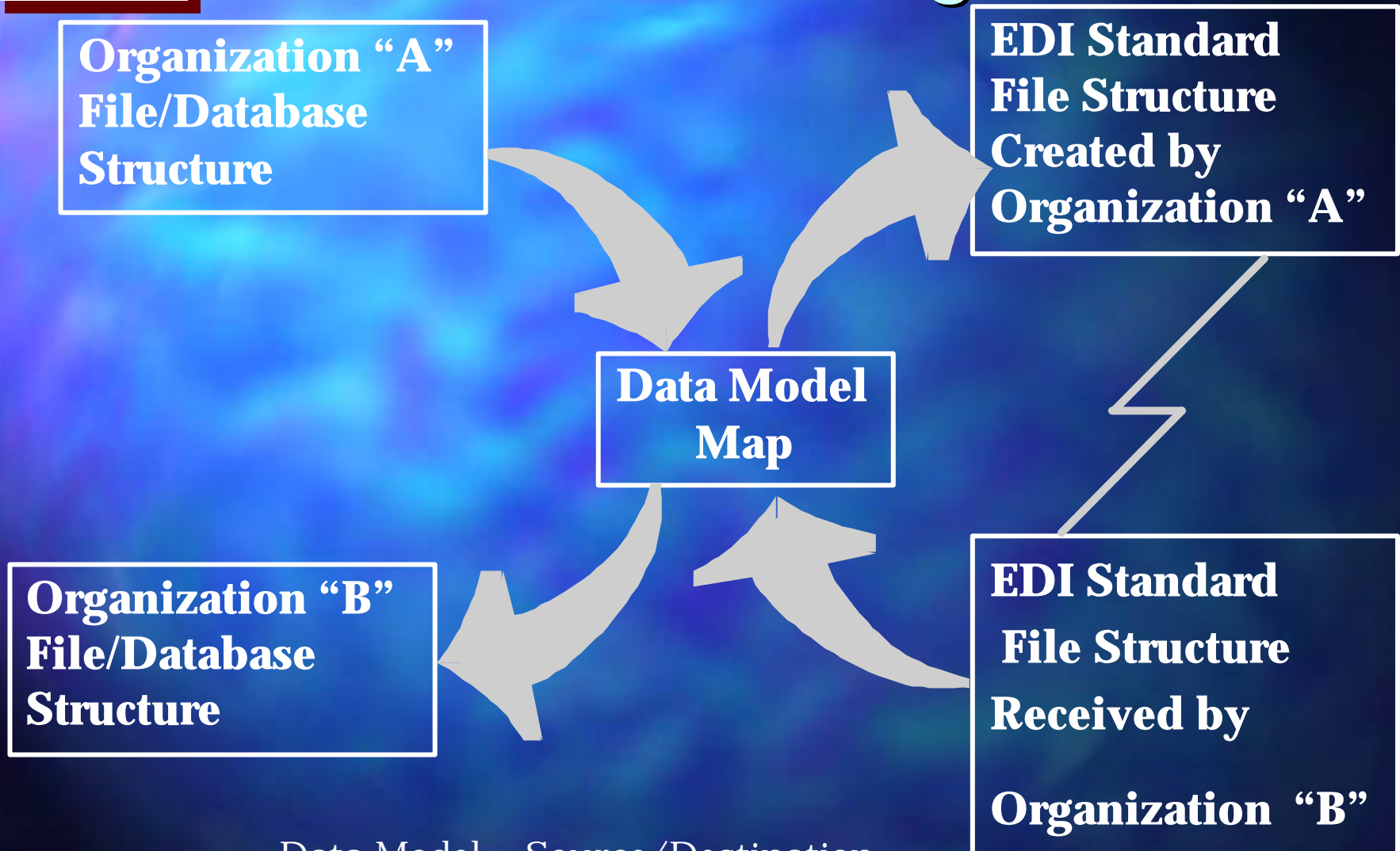
Faster, Agile/More Flexible Transparent to the User **NOT!**



We must be able to see & ensuring we have Data

- Delivered to an agreed to Data Architecture
- Quality Data - Content

Facilitating EDI

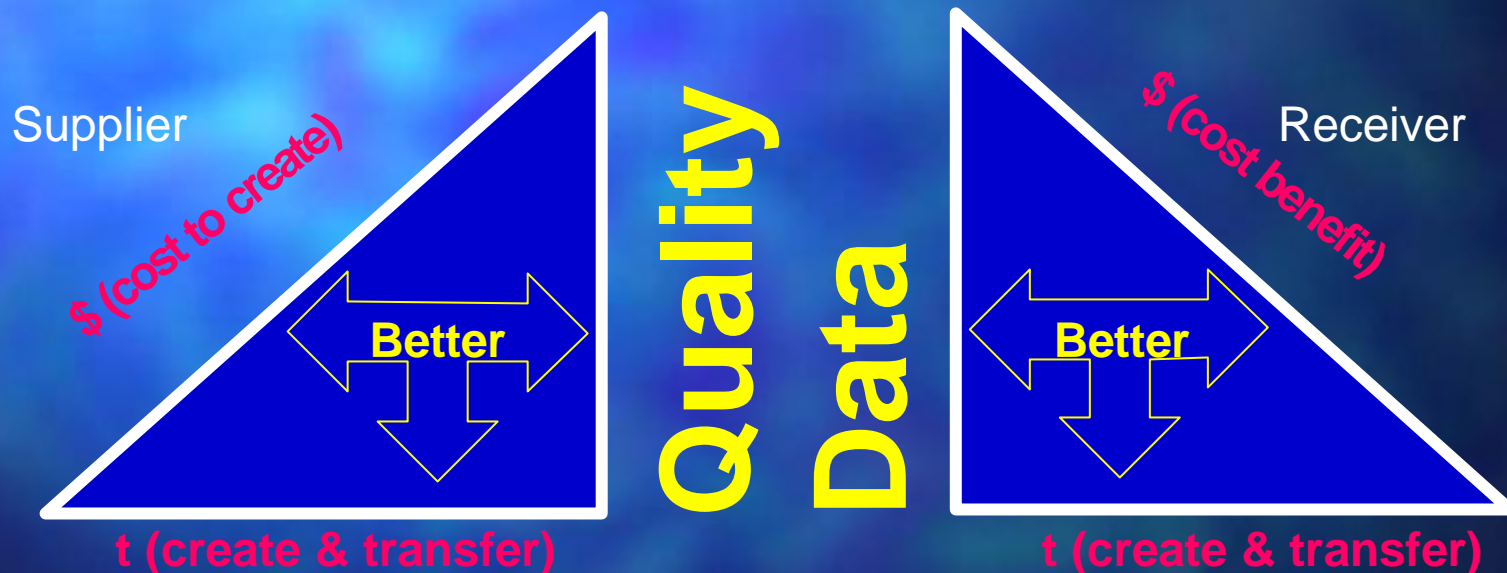


Data Model = Source/Destination

EDI Standard = Translation to/from the data model

What is Better ?

Better is... cheaper, faster, agile/more flexible, safer
it all revolves around Quality Data

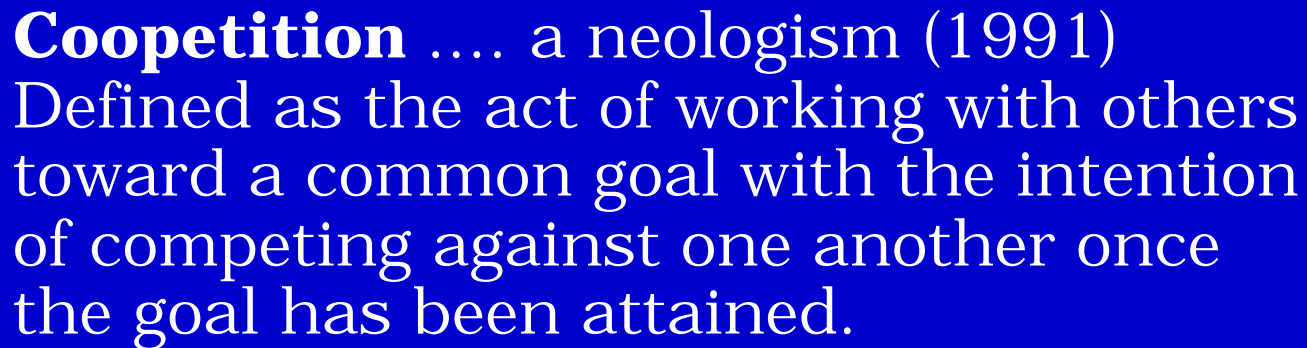


We need to insure quality data delivered to an agreed to information architecture supporting well-defined processes.

The Industry Paradigm

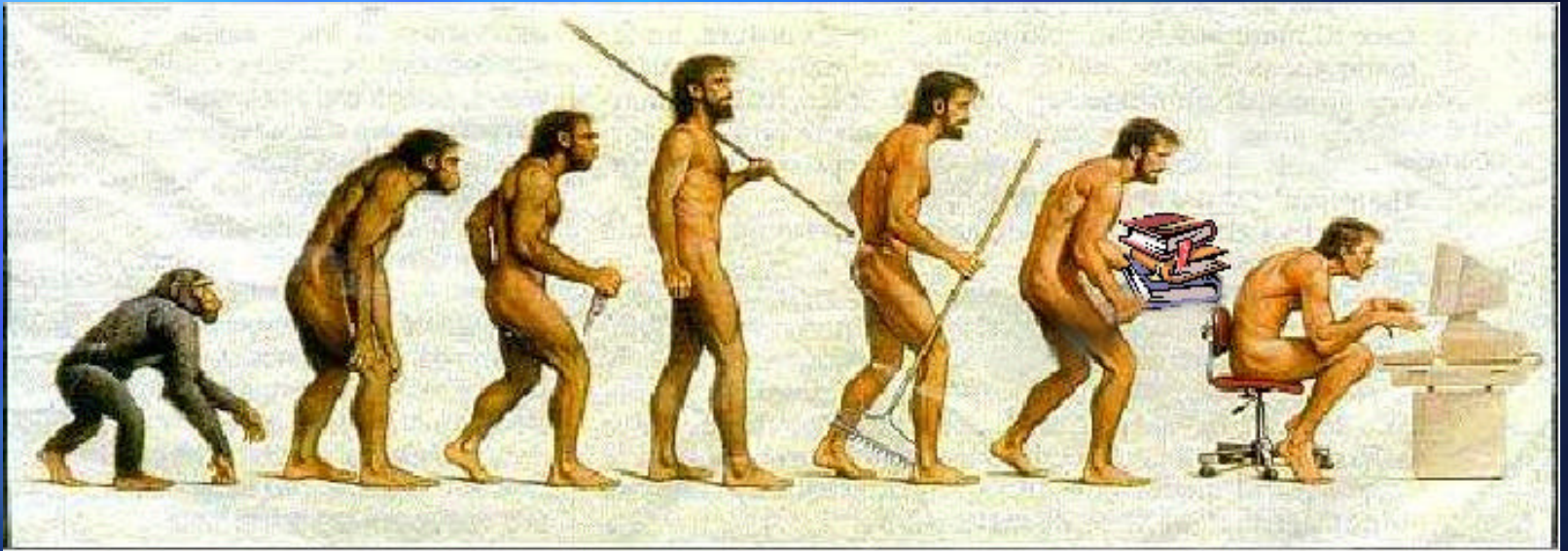
Cooperation

Competition



Coopetition a neologism (1991)
Defined as the act of working with others toward a common goal with the intention of competing against one another once the goal has been attained.

The next step in E-evolution



Integrated Data Environment